AUSSCHNITT Portal

User Guide

Archive Module

September 2009

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Deutsche Medienbeobachtungs Agentur GmbH | Media Monitoring Agency | Agence d'Observation des Médias
Gneisenaustraße 66 | D-10961 Berlin, Germany | Tel.: +49(0)30/20 39 87-0 | Fax: +49(0)30/20 39 87-77
sales@ausschnitt.de | www.ausschnitt.de

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Introduction

The AUSSCHNITT Portal is an online archive system for clients of AUSSCHNITT Media Monitoring. Using your own personal login information, you can manage and process clipping data from your accounts in media monitoring, press review management, media impact analysis and other services (e.g. press summaries). The AUSSCHNITT Portal is made up of two main modules, but additional tailor-made functions can be added.

Through the portal all of your clippings, including their relevant media and clipping-specific data are available. In addition, according to appointment and reader access, you have:

- Access to commentary on individual articles
- Access to press reviews
- Access to press summaries
- Access to press summary dossiers
- Access to clipping reports, reports from media impact analysis, readership analysis and summaries from opinion monitoring.

AUSSCHNITT Manager

Here, you can organise your clippings according to your wishes, and work with their data in greater depth, for example:

- Pull out and work with your own articles
- Examine and create press reviews
- Insert and edit commentaries
- Read and edit press summary dossiers

AUSSCHNITT Individual

Numerous auxiliary functions allow for individual integration and editing of your own data. Via administrator rights, different rights of access can be set up and regulated for different user groups. The AUSSCHNITT Portal can be integrated completely into existing IT systems, and thus can be used as part of your intranet or as a client portal in its own right.

About this guide

In this guide you will find a complete description of all the important areas, functions and contents of the archive module of the AUSSCHNITT Portal. The numbers and letters on a yellow background which you will find in the text refer you to the corresponding places on the screenshots on page 4 (AUSSCHNITT Portal start page), 7 (View of the press review archive), 8 (view of the press summaries archive) and 13 (view of the advanced search). Terms accompanied by the sign > refer you to the corresponding entry in the glossary. You will find the glossary, as well as this guide, at the AUSSCHNITT Portal. The handbook should help you when you are using the AUSSCHNITT Portal. If you cannot find the help you need in the handbook, please contact your sales team at AUSSCHNITT.

You will find a description of all the functions of the AUSSCHNITT Portal in this guide, meaning also those which are not part of your contract with us. If you would like to discuss adding functions to your contract, your >sales team would be happy to discuss this with you.

Updates September 2009

Now available: search results including audioclippings from radio in mp3 format.

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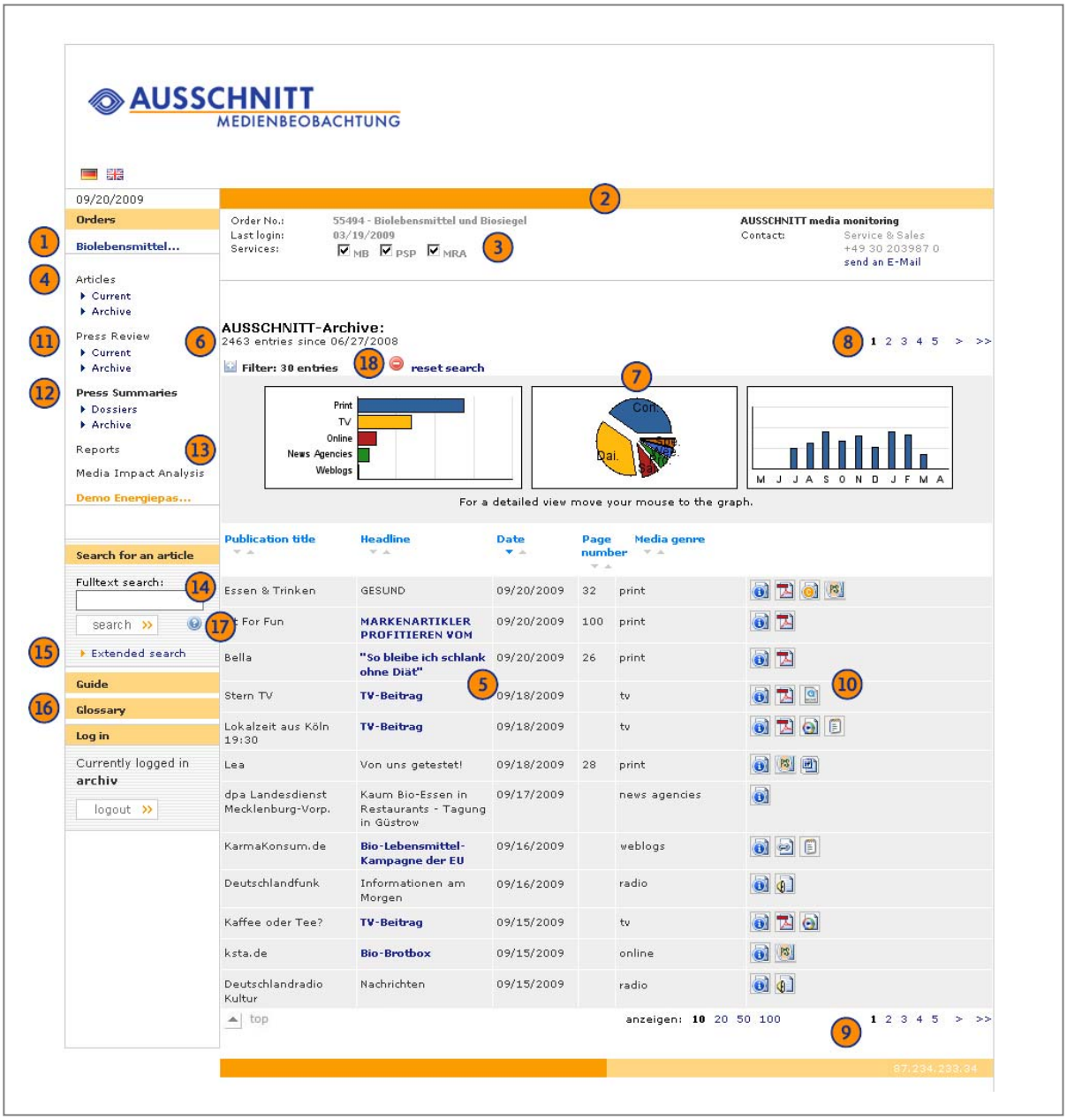
Image 1: AUSSCHNITT Portal start page



! You can choose between English and German as the portal language for your AUSSCHNITT Portal, in the top left-hand corner. You can also find this booklet in German in the Portal.

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Accounts

Once you have logged in at www.ausschnitt.de with your >username and >password, the start page of your portal will open. Via the >navigation bar on the left-hand side of the screen (1), you can switch between the types of >account you have. An account consists of the various services you have booked with AUSSCHNITT, and these services can be viewed directly through the Portal. Besides >articles there is also >press review, >press summaries and >reports.

! *Once you login, the start page of your most current accounts will open. If you would like to set another account to be shown at this point, please contact your >sales team.*

ARTICLES (4)

Article is the collective term in the AUSSCHNITT Portal for the various >entries (>clippings, >news, >articles, >TV clips etc.), which will be displayed in a >list, according to your account (5). You reach the >article section automatically after you login, and also via the >navigation bar on the left of the screen (1). The section is divided into >current and >archive (a).

Under >current you will find a >list of all the current day's entries/articles. If you last logged in more than a day ago, you will find all the entries since your last login. You will find older entries in the >archive. This generally includes all entries since your >account was activated in the AUSSCHNITT Portal (please also see >limits).

The >list in which the entries are displayed has up to seven fields and shows, depending on your wishes, the >media title, >headline, date and >media type. The rightmost field shows >icons/symbols which lead directly to the article or further information (10):

>Detailed view: contains more clipping and media-specific information than the >quick view

>PDF: original print article (Scan), >TV clip.

>Web address: direct link to original source in intra- or Internet.

>TV clip (MPEG-1): opens in the web browser.

>TV clip (MPEG-4): opens in the web browser.

>Radio clip (mp3): opens in the web browser.

>Press summaries: the summary opens with a click on this symbol, directly on the page, under the entry.

>Text file: full-text version of a scanned print article.

>Word file.

>Short commentary. This opens underneath the entry when you click on the symbol.

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Headlines in bold in the headlines column (5) link directly to the original articles. These, depending on the entry, will be a >website, a >PDF or an >MPG video (TV clip in MPEG-1 und MPEG-4). If the headline is not bold, this means that either the article cannot be reproduced for copyright reasons, or you did not select the option 'digital delivery of articles'.

! *If no headline at all is shown, this means that the corresponding service (provision of headlines) was not selected by you for the publication/programme type in question. Contact your >sales team to activate this service.*

You can choose to display 10, 20, 50 or 100 entries per page (9). To turn pages use the buttons at the top and bottom of the list (8). The sum of the entries will always be displayed (6). This number will depend on whether you are in the >current or >archive sections, which service you have chosen (>Press review, >press summary etc.) and depending on any filter you might have added via the >search function (if you have carried out a search for entries). You can sort the entries in ascending or descending order depending on field. To sort, use the small blue arrow underneath the field headings. If necessary, combine the sorting with the >filter function of the >search or of the >headers.

In the >header (2) of the list view the services you have ordered will be displayed (>media report, >press summary, >media impact analysis). >Filter the >entries in the >list by activating or deactivating the corresponding >check box (3) with a mouse click.

Next to the date of the login, in the header you will find the contact information of your >sales team at AUSSCHNITT Media Monitoring.

Three info graphics/charts (7) show the number and division of the >entries in the list. To enlarge this, move the mouse over the graphic. When you >filter the list, the graphic automatically adapts.

The three info graphics show, from left to right:

- Number of entries by >media type (print, TV, weblogs etc.)
- Distribution by publication/programme type (Trade press, daily newspapers etc.)
- Number of entries over time. The time frame corresponds to your choice (>current, >archive). This graphic is not show in the >advanced search.

The >detailed view offers an overview of media- and clipping-specific information for each entry. You reach the detailed view by clicking on the information symbol in the right-hand field (10). The detailed view is a fixed component of every entry.

In particular, you will find the following in the detailed view, depending on your account:

- Fundamental >article information (>media title, >date, >page, >publication/programme type, >headline etc.)
- Information on >content (depending on >media type search terms/ >themes, >rubric, >search word approximation, >commentary etc.)
- Important >media data (>media type, >publication/programme type, >circulation, page impressions etc.)
- You leave the detailed view by clicking on 'back to list'. You can print these out and go directly to the >clipping/>article by using the icons/symbols in the top right-hand corner of the detailed view.

! *Further fields can be added if you wish. Contact your >sales team for this service.*

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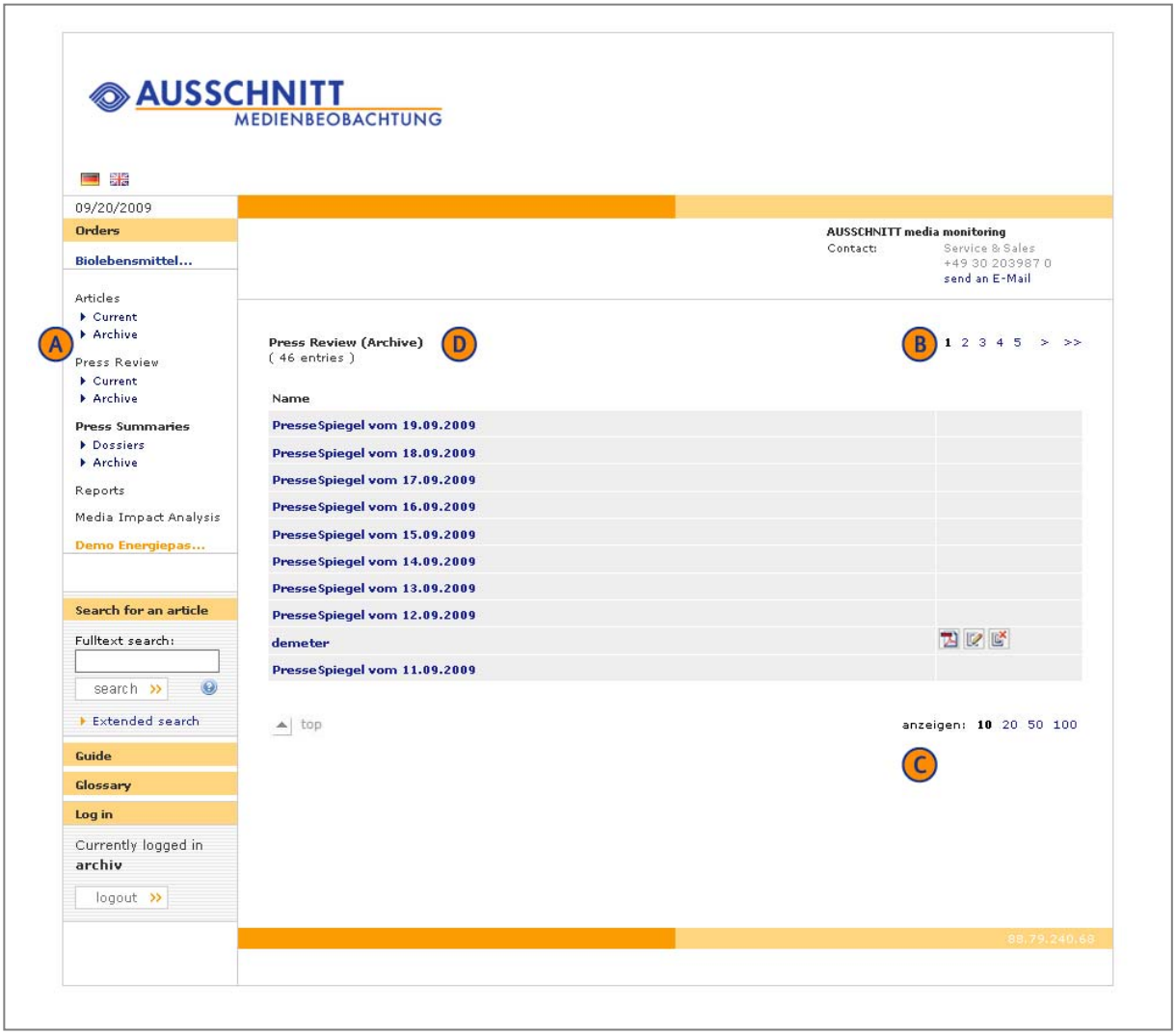
PRESS REVIEW 11

Every press review begins with a contents page, which offers an overview of all the >articles covered. On the following pages you will then find scanned originals from print media (where available via the AUSSCHNITT Portal) and TV clips. Articles from online media will be accessible directly via a hyperlink from the contents page. Articles from news agencies and videotext can only be named in the contents list for licensing reasons.

You reach the >press review section via the >navigation bar on the left-hand side of the screen 1. The section is divided into >current and >archive A.

! *If this section is not shown, this indicates you have not requested it yet.*

Image 2: Press review archive view



The PDF of the day's current edition opens directly when you click on the menu point 'current'. In the archive you will find all the press reviews from the last 28 days in chronological order (possible also for longer time frames: see >licence and >limits for more information). Choose to display 10,20, 50 or 100 entries per page C. You can leaf through the archive page by page, 5 pages at once or go directly to the first entry B. The total number of entries is always shown D.

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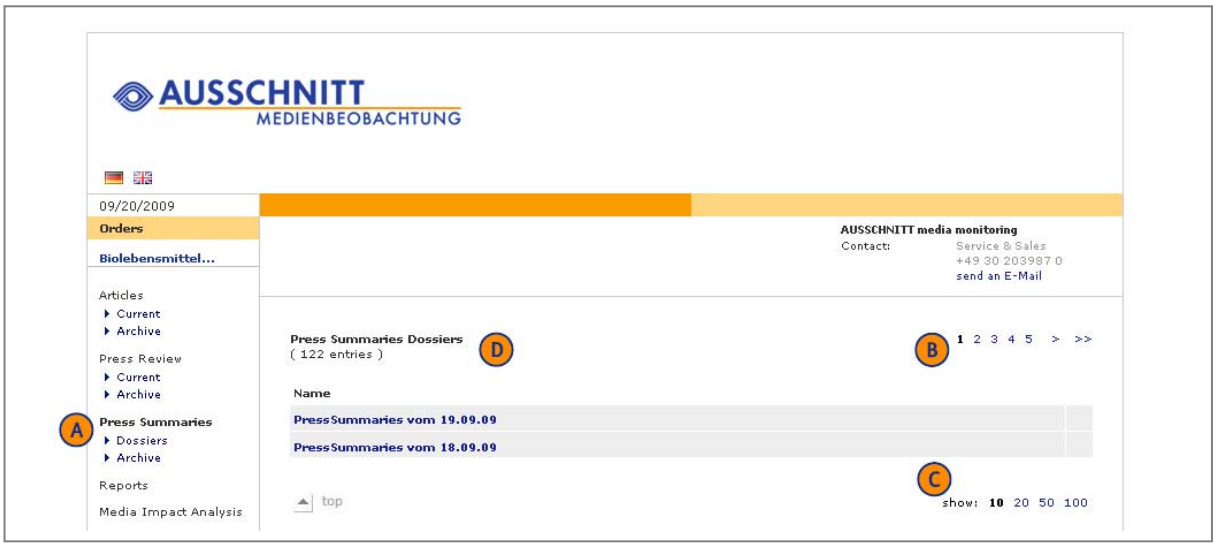
PRESS SUMMARIES 12

In >press summaries you will find summaries based on your media coverage. They will be shown in >dossier and >archive form. Each summary has a link to the >clip, depending on media type an external web address, or a PDF or MPG in the AUSSCHNITT Portal. You reach the >press summaries via the >navigation bar on the left-hand side of the screen 1. The section is divided into >dossiers and >archive A

! If this section is not shown, this indicates you have not requested it yet.

Image 3: Press summaries archive view



>Dossiers contain the relevant press summaries for a day or for another pre-arranged time period. They are also categorized by theme, and are normally supplied as word documents. In >archive you will find all summaries listed chronologically and directly visible online. Each summary has important information in its header (Title/date/page/media type), which is linked to the original clipping (see above). You can leaf through both the archive and dossier sections a page at a time, 5 pages at a time or go directly to the first entry B. Choose to show 10, 20, 50 or 100 entries per page C. The total number of entries will always be displayed D.

REPORTS 13

Reports include the findings of the various modular services covered by the media impact analysis, for example >clipping index, >clipping report, >opinion monitoring, >media impact analysis and >readership structure analysis, depending on your arrangements for your account. You reach >reports via the >navigation bar on the left-hand side of the screen 1 The contents are ordered chronologically. The publication interval and the content of the report findings are tailored to your requirements. The reports are available as Excel, PDF or PowerPoint files.

! If this section is not shown, this indicates you have not requested it yet.

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MEDIA IMPACT ANALYSIS

In the >media impact analysis section you will find info graphics/charts about >coverage analysis, >advertising equivalence and >image analysis (depending on what you have requested for your account). Choose the relevant information by clicking on the corresponding field.

! *The media impact analysis charts show the number of hits in the archive, or search, or advanced search, depending on what you have chosen*

The **coverage analysis** includes charts on:

- The number of >reports over time
- The >media type by number of reports
- The distribution by >print media type
- The > topics by number of mentions

! *The first three charts are on the start page of the AUSSCHNITT archive (see page 6 of this handbook). In contrast, the coverage analysis charts have short commentaries on the results shown in the charts.*

In **advertising equivalence** you will find graphics on:

- Advertising equivalence per topic
- Advertising equivalence per >media type

! *There must be at least two topics for the topic chart. The media type chart comes as standard.*

The **image analysis** evaluates the >media image

! *There must be at least two topics for the media image chart.*

Search

The AUSSCHNITT Portal offers a simple >full text search as well as an >advanced search, which can be used to find particular >entries/>articles. You reach the >search via the >navigation bar on the left-hand side of the screen (1). You can find the help text in the AUSSCHNITT Portal website by clicking on the question mark (17)/(V) next to the search word field, and in advanced search (V).

FULL TEXT SEARCH (14)

The >full text search finds articles which contain the search terms in the >headline, full text or an >approximation thereof, in >TV clips, in >press summaries and in the >commentaries. You can reach the full text search directly from the >navigation bar. Type your search word in the field and click ‘search’. A new page will open, listing all hits chronologically as in the normal >list view/>article list. The search word is highlighted in >headlines.

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When the search word appears in full text or in a section, a tool tip appears over the headline (a text window which appears when the mouse moves over the headline). The tool tip shows you the search word clause, therefore also the context in which the word appears (it will always be shown first).

Please be aware you must request the>digital preparation of digital articles from licensed print media in order to be able to carry out a full-text search of articles. In full text, you can only find articles whose >licensing period is still valid. If too many hits come up, use the >advanced search 15 to refine your criteria.

! *When you have made a search, you can click on the icon in the header of the >list view to show the search criteria.*

! *The hits from the search via the >list view can be shown as an >MIA graphic. Click on the link at the top or bottom of the search screen or on the symbol*

ADVANCED SEARCH (see image 4) 15

>Advanced search allows you to filter the entries in the AUSSCHNITT Portal by date, content or media-specific criteria. The various search criteria and >filters are divided into three types: time period, content and media. While the first two are always visible as details, the third is opened by a click on the horizontal arrow. Within media you will also find another section – further criteria – which can also be opened with a click on the horizontal arrow.

When you have set up all the filters and search criteria you need, click on the magnifying glass symbol or the word 'search' IV. A new page will then open, which will show your search results ordered chronologically in the >list view/>article list. The search word is highlighted when it appears in >headlines.

A click on filter (or the plus sign) in the >article list/>list view will show the search filters and criteria you added. This allows you to better organise the Info graphics (which in this context will only show the search hits). If too many hits appear, use the >advanced search again to refine your criteria further.

! *All search criteria in the advanced search can be combined with each other.*

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Time frame I

Here you can stipulate whether to view >entries from the last 28 days or another time frame. To search for entries between specific times, enter the start and end times in the relevant fields. Remember the time period of your contract for this! To enter the current date, click on the calendar symbol VI. If you want to limit your search to the current day's >entries, put the current date as the start and end time. If you do not enter a start and end time, the search will cover all entries in the AUSSCHNITT Portal.

Content II

Under content you can search for >entries/>articles by search term from the media monitoring, by keywords or by the topics and features of the media impact analysis.

! *If search criteria are missing or inactive, you have not ordered this feature from us yet.*

Search terms VIII

Search terms are the keywords, which have been agreed upon for the media monitoring. Search by search terms is available for print and TV media.

! *By using >Alt/Shift, you can choose to search by multiple search terms at once.*

! *This list may also contain search terms which are crossed through. This is because >entries from older projects may still be available for a >period in the archive.*

Keyword / Search word combining / Search in IX

Here you can carry out a search by keyword within a specific section (>full text, >headline, >TV-clips, >summary, >search term, >commentary). You determine the type of search you want by selecting the tick box VII.

! *If the sections are not all shown in the search fields, the corresponding services have not yet been requested by you.*

When you make a search, the results from >full text, >headline, >TV clips, >summaries or >commentary from the individual entries will be shown. You can enter more than one keyword in the search field and combine these words with AND (both must appear) or OR (either must appear).

Press Review section XVIII

You may also search for clippings within the press review categories. Please select one ore more categories for your search (by holding down the Strg key).

! *If the search field does not appear, the function has not (yet) been ordered.*

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Media Impact Analysis (MIA) - Source X

In >source you can search for >entries from a particular author or journalist. Click on the uppermost list entry (-choose all-) to open the list and then select the source.

! If this section is not available, it has not yet been booked by you.

Media Impact Analysis (MIA) - Topics XI

Topics cover the classified terms arranged by you for the media impact analysis. You can pick individual topics by selecting the appropriate >check box. A plus sign next to a topic means that it has sub-topics. Click on the plus sign to display the sub-topics, which can then be selected with a mouse click. You can choose to search for multiple topics at once. If you choose a topic from the >check boxes, all its sub-topics will automatically be included in the search. If you choose none of the topics and sub-topics, your search will be carried out on all entries.

! If this section is not available, you have not yet booked it.

Media Impact Analysis (MIA) - Evaluation XII

If you have requested an >image analysis as part of the media impact analysis, you can search within the articles for those with a >topic evaluation which is positive, negative, ambivalent or neutral. Click on the top list entry (-choose all-) to open the list and select the evaluation you want.

! If this section is not available, you have not yet booked it.

! The evaluation search can be combined with a source search.

Media III

The media section is included as part of the advanced search package. Click on the blue arrow to access it. Here you can include media-specific information in your search: >media title and >media type.

Media title XIV

Here you can base your search on a specific media title (Heise, Brigitte, Wiso, dpa, SAT1, Text, pr-blogger.de, ARD news etc.). Give the name or a part of it and the click on search IV to show all >entries from the media title. You can only search for one title at a time.

! You can give part of the title as well as the whole, e.g. a search for „mirror“ would give „The mirror” and „the daily mirror”.

Media type and publication/programme type XV

Here you can search for >entries from a specific >media type (Print, TV) and/or >publication/programme type (daily newspaper, trade press). Choose the media types by selecting the >check boxes. A plus sign next to a media type shows it has a categorization by publication/programme type as well. Click on the plus sign to show this, and choose the publication/programme types you want with a mouse click. You can search for multiple publication/programme types and types at once. If you do not select a check box, all media will be included in the search.

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Further features XIII

In this area you can search by >entry from specific countries. The countries to be included can be arranged by you with 'international media monitoring'. For Germany, there is the further possibility of selecting sources from particular federal states or national sources XVI .

>Media branch allows you to search for >entries by content branch (Education, Computers general, Computer usage etc.) XVII .

.

! *You can combine search criteria by using >Alt/Shift.*

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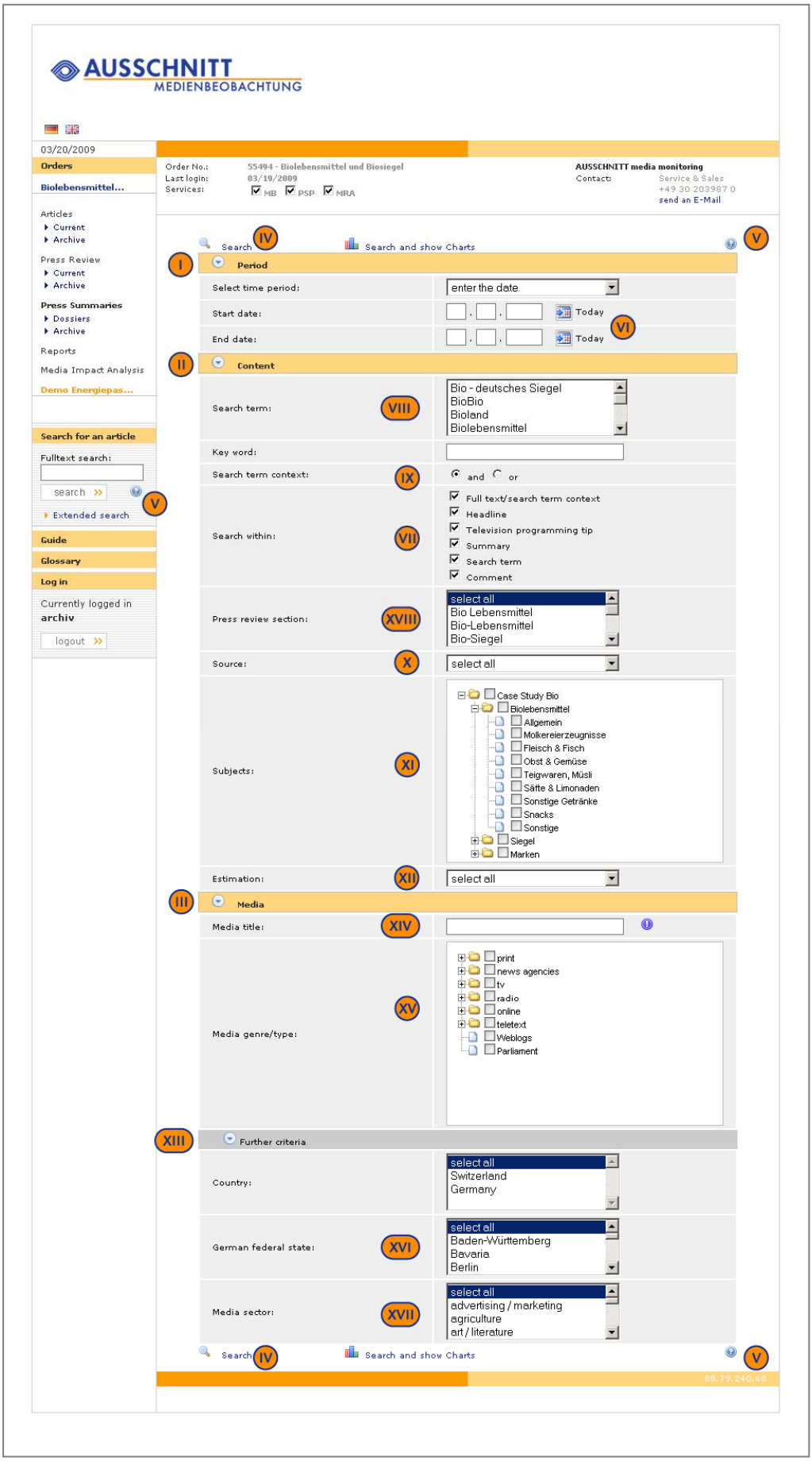
Image 4: advanced search view



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Help 16

Help includes a short description of the important functions and sections of the AUSSCHNITT Portal. The descriptions are significantly shorter than those given in this handbook, but therefore compact and easy to find. Click on help, and a new window will open in your web browser. You can find the help section via the >navigation bar on the left of the screen 1.

Glossary 16

The glossary explains a range of terms used when talking about your >entries in the AUSSCHNITT Portal. You can find the glossary section via the >navigation bar on the left of the screen 1.

Login 16

You can find the login/logout via the >navigation bar on the left of the screen 16. When you are logged in, your username will be displayed here. Logout by clicking on the logout field. Logging out properly protects your data!

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Gneisenaustraße 66 | D-10961 Berlin, Germany | Tel.: +49(0)30/20 39 87-0 | Fax: +49(0)30/20 39 87-77
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Introduction

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Updates – September 2009

Now available: search results including audioclippings from radio in mp3 format.

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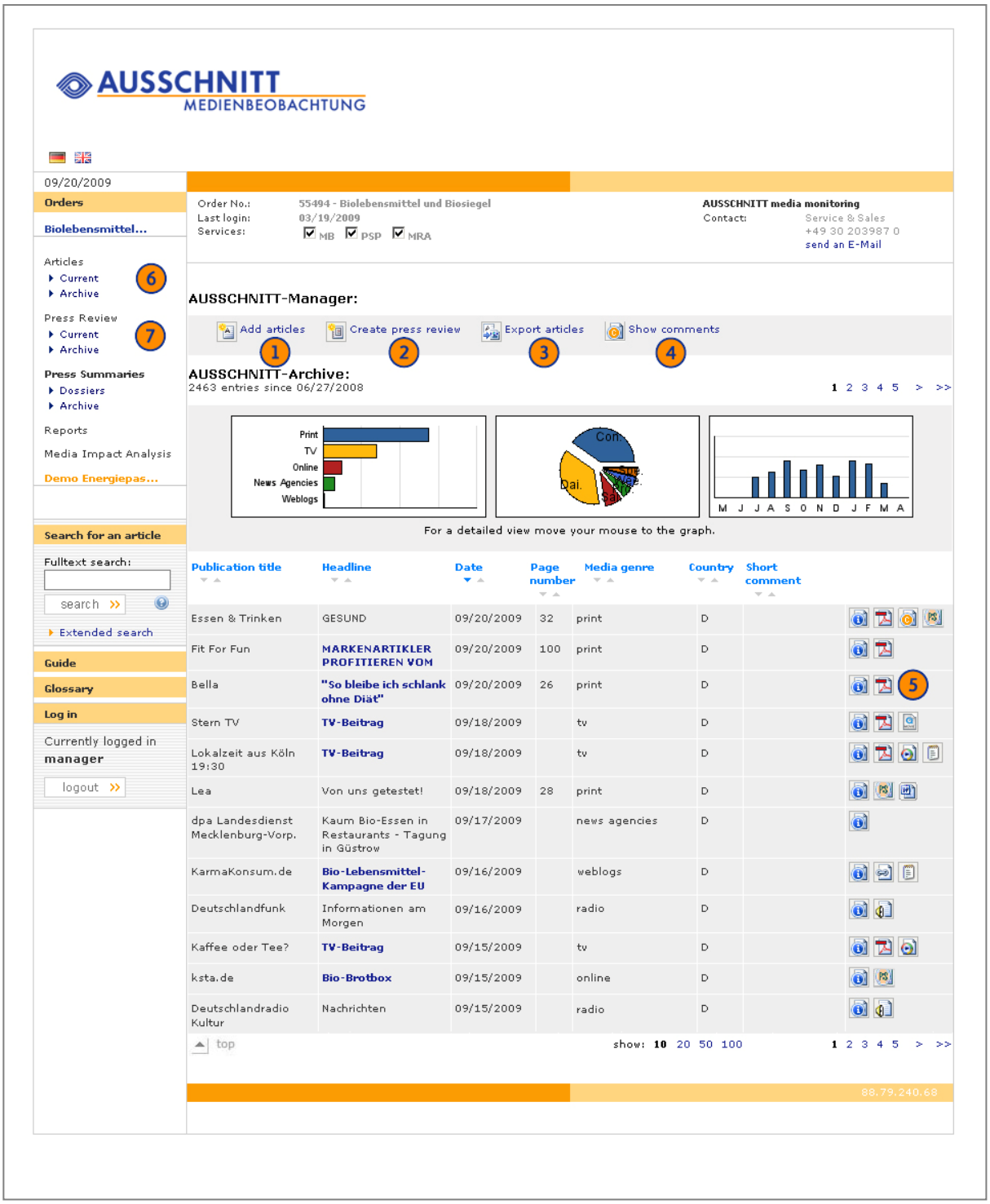
AUSSCHNITT Portal start page



After you have logged in at www.ausschnitt.de with your >username and >password, the central start page of your AUSSCHNITT Portal will open, displaying your >entries. As a manager user, you have access to additional functions to those used by archive users, and these additional functions will be described in the following pages. For a description of the basic functions accessible not only to manager users, please consult the “User handbook: archive module” via the AUSSCHNITT Portal.

! You can choose between English and German as the Portal language for your AUSSCHNITT Portal, in the top left-hand corner. You can also find this booklet in German in the portal.

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Additional functions & special symbols

Add own article / entry (see below) 1

Create press review (page 12) 2

Export article (page 15) 3

Display commentary (page 11) 4

Create dossier (page 16)

Delete article. Clicking on this symbol completely deletes any >entry created by the manager (see page 11). You can find this symbol in the >article list in the rightmost field.

Edit article. Clicking on this symbol allows you to edit any >entry/article you have created yourself (see page 11) 5 .You can also add and edit commentaries to your articles via the >detailed view.

Input support. You will find this symbol on the input screen (see page 6). It will help you by making suggestions as soon as you start to type in a field (e.g. media title, publication/programme type etc.). For details see the fields themselves (from page 6 onwards).

Add your own article 1

Article is the collective term in the AUSSCHNITT Portal for the various individual >entries (individual examples from the media) which are put into >lists/tables according to your account. As a manager user, you can also integrate your own entries. You will find them next to the articles prepared by AUSSCHNITT in your >list view/ >article view. An entry consists of key information that you input via the input screen (page 6) as well as – optional – via a web link and/or documents such as individual commentaries, which can be attached to the entry.

To create an >entry, click on the link “add own article” 1. On the following page you will find the input screen, which displays various fields/categories for you to fill in.

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INPUT SCREEN

Fields marked with an asterisk (*) are compulsory when adding an entry. All other fields are optional and in some cases specific to certain media types (the field >publication/programme type is, for example, only intended for print media). Fields with an exclamation mark will help you by making suggestions. If you want to leave the input screen, click on “back to last page” or on “cancel” at the end of the page.

When you have completed all the fields you want and, if need be, added a link or document to your entry (see pages 9-10), click on “save” at the bottom of the page. Your entry will then be placed in the >article list, from where you can edit or delete it (for further information see individual fields; for editing an entry see page 11).

! *If you cannot find the functions mentioned here, you have not yet requested them from us. Contact us if you are interested in finding out more.*

! *Please take care of spelling and punctuation when filling out fields in the input screen – mistakes can mean that your >entry will not be found by archive users (for example if you write „The Tims“ instead of „The Times“).*

Input fields in general

The information which you give via the input screen are either used for the >list view (>media title, >headline, >date, >page, >media type, >country) and/or for the >detailed view. Besides this, they will also be useful for the >search and >advanced search functions, as well as for exporting as an XML or XLS document.

! *The more fields you complete, the easier it is for archive users to find your entry later via the >search function. Please bear in mind that the fields should be filled out consistently to make it easier for >archive users. For fields such as >publication/programme type, >media branch, >media title, we recommend that you use the conventions adopted by AUSSCHNITT, so that, for example, users do not have to carry out a search for “BBC” and then “British Broadcasting Corporation”.*

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Compulsory input fields

>Date: publication date of the original >article that relates to your >entry, or which will later be uploaded. Via the input screen you can add the current date by clicking on the calendar symbol.

>Headline: the headline which denotes your >entry in the >article list. The headline links to the your uploaded document or URL.

>Media type: click on the pull-down menu to choose one of the media types on offer (print, TV etc.)

! *The right choice is necessary, because the media type is not always obvious from the name, for example „Times" can also be „Times online"*.

>Media title: enter the title of the publication from which the >article for your >entry comes (e.g. CNN, New York Times, www.guardianunlimited.co.uk etc.). The system will help you to do this by making suggestions, as soon as you have entered the first three letters. You can then choose from a list of suggestions, and the following fields will be completed automatically (publisher, country, editor etc. See below)

! *We recommend that you use this function, so that the circulation is filled in automatically. This function is limited to German-language media.*

Optional input fields

Publisher: enter the name of the publisher who publishes the >media title. Country: name the country where the title is published.

Editorial address

Editor: enter the editor of the >media title, from whom the original >article of your >entry comes. Street/ Postcode/ Region/ Country: here, give the postal address of the editor (see above). Telephone/Fax/ Email: give the relevant contact details of the editor (see above).

>**Readership**

Enter the number of recipients of the >media title, from which your >entry comes.

>Circulation

Enter the sales figures as well as the number of free and advertising copies.

>**Publication/programme type**

Here, give the publication/programme type (Daily newspaper, Free advertising paper, trade press etc.). There are publication/programme types for print media, online media, TV and weblogs. As soon as you have entered the first three letters, the system will suggest appropriate entries, which you can adopt by clicking on them.

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>Media branch

Enter the branch (Audio & video, automotives, education etc.). As soon as you have entered the first three letters, the system will suggest appropriate entries, which you can adopt by clicking on them.

>Frequency

Choose the frequency from the pull down menu (daily, weekly) of the >media title from which the >article for your >entry comes.

German Federal State

If the >media title which publishes the >article for your >entry comes from Germany, choose the German Federal State where the title comes from on the pull down menu. Besides the German Federal States there is also the option 'national'.

Language

Choose the appropriate language from the pull down menu. The language of the >medium is meant here. For bilingual publications, please give/ search for the main language.

>Media category

Choose the most suitable category from the pull down menu (Classifieds, advertising, sport, supplement, editorial etc.) for the original >article of your >entry.

>Category

This is the actual name of the category where the >article appears. This field is needed in case the category varies from the "standard" media categories (see above) or is not covered by them. For example, when newspapers have "physical exercises" which appear on the sports pages.

>Edition

Give the edition according to the conventions of the >publication/programme type (for newspapers e.g. book, book number, month, year e.g. book 2 – February 2008).

Page

The first page of the >media title where the >article for your >entry begins.

>Search terms

Choose the >search terms (keywords) by mouse click, which were requested by you for the media monitoring and which are relevant for your >entry/ appear in the article.

! *You can choose several search terms for this field, by using Shift or Control.*

>Source

Give the author of the original >article (magazine, newspaper, TV programme, weblog etc.)

! *In the advanced search you will always find this field when the source was established by AUSSCHNITT.*

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>**Topics**

Choose the topic and possibly the sub-topic that is relevant to the original >article for your >entry. You can choose the individual topics with a mouse click in the corresponding >check box. A plus sign in front of a topic indicates that there are sub-topics. Click on the plus sign to view them and choose them with a mouse click. If you choose multiple (sub-) topics, your >entry will be available under all these chosen (sub-) topics.

! *You will always find this field in the advanced search when AUSSCHNITT has created the topic and when a media impact analysis with topical coverage is requested by you. The topics correspond to the content classification applied for by you for the media impact analysis.*

>**Evaluation**

As soon as you have chosen a topic or sub-topic, a pull down menu will appear on the right-hand side, allowing you to evaluate the original >article of your >entry. Archive users can then use the advanced search to find articles in which your >topic or sub-topic is evaluated as positive, negative or neutral.

! *You will find this field when the media impact analysis (with evaluation) has been created by AUSSCHNITT and you have requested that the evaluation be displayed in the AUSSCHNITT Portal.*

Inserting a link/ URL

If you want to add a website (URL; intra- or internet), or other online document (e.g. PDF) to your >entry, click on “document” to open the pull down menu, then open the entry link. In the field to the right of the menu, the beginning of most web addresses will appear: http://. Right the www-address after the // or delete the http://, open the website you want to link to and copy and paste the address line into the field.

When you link to a website or other online document using this function, the archive users can find the website via the >article list by clicking on the >headline.

! *Please pay attention to the instructions on the >input screen*.

! *A link cannot be corrected once it has been saved, so please make sure it is spelled correctly (we recommend you copy and paste links directly from the address field of your web browser). If you want to change the link later, create the >entry again from scratch.*

! *Please bear in mind that users of your entry can only use intranet sources if they can login to the relevant intranet.*

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Links/Attachments from documents (Document/Video/Audio)

Here, you can link the original article or other documents to your >entry. These documents can then be opened by archive users via the >headlines in the >article list. Choose the type of document you want to link by clicking on “document” to open the pull down menu, and then choose the document type you want (document, video or audio). Please note the available formats and maximum file sizes before clicking on the right of the input field on “search”, to find and select the file you want on your computer or network (see also >limits).

! Please take notice of the information you will find on the >input screen. You will find further explanations under >licence and >limits.

! Linked/inserted documents cannot be changed after they have been saved, however you can delete the >entry and start from scratch.

! If you want to upload attachments which are larger than the maximum limit, please contact your >sales team.

! If an attached document is supposed to appear in the >press review, it must be in PDF format. Other document formats are shown in the >list view (and can be opened there), but are not available via the >press review.

Commentary

You can attach individual commentaries to your >entry, which will be displayed to archive users. The >entries will also be included in the >short commentary field 1 of the full text search, so that you can use keywords/ key terms here.

Insert a commentary – Commentary field 1

You can insert commentaries via the input screen. To reach the input screen, click on “add own article”. If you want to add or edit a commentary for an entry you have already made, you can do this via the >detailed view or via “edit own article” 1 (see page 11). The commentary section on the input screen is divided into two fields. The commentaries in commentary field 1 will later be shown to archive users in the article list directly under the >headline of the >entry, when they click on the relevant symbol in the >list view 5. Commentaries written in the larger field will be available via the >detailed view.

! When you use the „short commentary field“ sort function in the press review, the first letters of this field are significant (see page 13).

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Insert commentary – commentary field 2

In the >detailed view you can add a second additional commentary. In the relevant section “commentary 2”, click on “edit” and then save your entry at the end by clicking on “save”.

Edit commentary

You can edit commentaries by opening the >detailed view of the relevant entry and click on “edit” in the commentary section.

Display commentaries

You can display the commentaries for all >entries in the >article list directly (the contents of >commentary field 1 will be shown anyway). Click on „display commentaries“ 4 in the >list view. Archive users can view the commentaries by clicking on the relevant symbol in the rightmost field of the >article list.

Edit your own articles

You can also edit the >entries/articles you have added. Click on the relevant symbol in the rightmost field of the >article list 5. This will take you to the entry’s input screen. The editing is done in the same way as you know from “add own article” (see page 5). To save your changes, click on “save” at the end of the page. If you do not want to save the changes you made, click on “cancel” at the bottom of the page or “back to last page” at the top of the page.

Delete your own articles

To delete an >entry/article you have created, click on the relevant symbol in the rightmost field of the >article list 5. On the next page, you must confirm the deletion with a “yes”. You can abort the deletion by clicking on “no” and navigating back to the >article list.

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Create a press review 2

To create a press review, click on the relevant link on the start page.

! *>Depending on your account, the >press review covers print media, TV clips, online media, news agencies and video text, as well as press summaries. The press review is created as a PDF. Every press review begins with an automatically created contents page, containing an overview of all >articles included. The following pages contain scans of the originals from print media (where available via the AUSSCHNITT Portal), press summaries and TV shots. Online articles are hyperlinked directly from the contents page. Articles from news agencies or videotext will only be mentioned on the contents page.*

SELECT ENTRIES

The following pages contain a >check box on the left of every >entry in the >article list, which you can activate with a mouse click. You can use them to select every >entry you want to include in your press review. Check boxes that have been selected remain available for sorting and browsing in the archive. To de-activate the selection, click on the check box again so that the cross disappears. When you have selected all the entries you want, click on “on to sorting” (above and below the >article list).

! *Make sure you have selected all the >entries you want before clicking on “on to sorting” because you cannot subsequently add more entries (though you can delete them).*

! *If you want to cancel the creation of the press review, simply click on “current articles” in the menu or “article archive” in the left-hand navigation bar* 6*.*

SORT ENTRIES

As standard, the selected >entries are sorted in descending order of publication date and also appear in this order in the press review. There are three more sort possibilities available that you can choose via the pull down menu (click on “manual” to reach it). When you have sorted the entries in the manner you want, click on “save” (above or below the list).

! *You cannot modify your choice once it has been saved.*

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SORT OPTIONS

Manual

You can sort the individual >entries as you wish by drag and drop. Click on the entry you want, and keeping the mouse button pressed down, move it to where you want it, then release the mouse button. The entry will insert itself in the new place.

Press review category

The >entries will be sorted by >category (when you have requested the service “categorised press review”)

Short commentary field 1

The entries are sorted alphabetically by the first word in >commentary field 1.

DELETE ENTRIES

To delete individual >entries from your selection, click on the blue cross on the right next to the relevant entry and then choose „save“.

INSERT PRESS REVIEW

On this page you can give your press review a name of your choice. You can also give your press review two dates:

With the first one, for example, you can state the creation date of the press review, but it can relate to the >entries covered by it. This date is a free choice. A click on the calendar symbol allows you to choose the current day’s date.

The second date denotes the expiry date of the press review, in other words the day when, on licensing grounds, it is deleted (normally 28 days). This date is theoretically also a free choice, defined however by the >time periods and >licences of the >entries in the press review, and your archive rights arranged with the relevant collective rights manager.

! Please pay attention to the online information on this page.

! If you have any questions on this topic, please see >licence in the glossary or contact your >sales team.

When you have done this, click on „save“ at the end of the page to create your press review. You will then be directed to the press review archive (7), where you will find your press review. If you want to abandon this creation, click on the appropriate link at the end of the page.

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OPEN PRESS REVIEW/ PRESS REVIEW ARCHIVE

After you have created the press review (see above), it is ready in the press review archive 7 for all users.

! *The reviews are sorted according to creation date. The current day's press review created by AUSSCHNITT will always appear first for technical reasons. To open a press review, click on the bold title which serves as a link to the press review PDF document.*

When the press review contains large amounts of data, it can take more than 30 seconds to open (also depending on your internet connection).

You will see this symbol while the press review is being prepared.

This symbol appears when there is a problem opening the press review. If this appears again on second try, check whether the PDF file is corrupt, whether the internet connection is faulty of whether there is a server error. If there is still a problem contact your >sales team.

! *When this error message appears, you should delete the press review affected.*

EDIT PRESS REVIEW

If you want to edit the name, creation- or expiry date (see above) of your press review, go into the press review archive 7 and click on the corresponding symbol next to the press review you want to edit. The "insert press review" (see page 13) page will open again. Click on "save when you have made your changes, or on "cancel" to abandon changes.

DELETE PRESS REVIEW

To delete a press review you have created yourself, go into the press review archive 7 and click on the corresponding symbol to the right of the press review you want to delete. A security message will appear on the next page. You confirm the deletion by answering "yes", and cancel the deletion by answering "no".

! *The press review created by AUSSCHNITT cannot be deleted before their expiry dates.*

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Export articles 3

The function export >articles allows manager users to select one or more >entries and open and export their >metadata in an excel (.xls) or XML file. The metadata include as standard: >media title, >headline, >date, >media type, >readership, >circulation, >number of hits, >page impressions, country, >short commentary, >publisher and >publishing group. Contact us to receive other metadata. To export an article, click on the corresponding link via the info graphic on the start page 3

! *You can simply choose the articles you want to export by using the >advanced search*

! *Depending on the type of account and the type of media, not all data are available for all >articles/>clippings (for example, no hits data for print media)*

SELECT ARTICLE

Next, you select all the >entries you want to export by clicking in the check box to the left of the entry's title (a cross will appear). The crossed check boxes remain available for browsing or sorting in the archive. To de-select entries, click on the check box again (cross disappears). When you have chosen all the >entries you want, click on "Export selected articles only".

! *Please ensure you have selected all the articles you want, as you cannot subsequently change your choice.*

! *When you use the export function on >entries found by a search, you have an additional option: „export all articles"*

! *To cancel the export of press reviews, simply click on „current articles" in the menu or „article archive" in the left-hand navigation bar* 8

EXPORT ARTICLE

Give the new file a name of your choice or keep the given name „export_yyyy_mm_dd". Choose from the pull down menu whether to export the file as an excel or XML document. Choose "excel (.xls)".

Finally click on "save" to export the document. It will then open in the selected format in the selected programme (depending on your individual browser settings). If you do not wish to export the article, click on "cancel" and you will return to the >article list.

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Create a press summaries dossier

To create your own dossier, click on “archive” under the menu point „press summaries“ in the left-hand navigation bar. And then on “create dossier” in the upper section of the page, or on the symbol .

! *Dossiers you create include your own selection of press summaries. Every dossier begins with an automatically generated contents page, which gives an overview of all the >press summaries included. On the following pages you will find the full text of the summaries, as well as important media data (>media title, date, >page, media type).*

SELECT PRESS SUMMARIES

On the following page you will see a list of the archived >press summaries. Each press summary is shown with a heading, media title, date, page and media type. A click on the symbol next to the heading will show the full press summary.

To choose summaries for the dossier, click in the >check box to the left of the heading. Ticked check boxes remain available for browsing and sorting. To deselect a press summary from the dossier, click in the check box again (cross disappears). When you have marked all the press summaries you want, click on “next” at the top or bottom right-hand side of the list, to sort the press summaries on the next page.

! *To cancel the creation of your dossier, simply click on „back to last page“.*

SORT PRESS SUMMARIES

The selected press summaries are, as standard, sorted in descending order of publication date, and appear in this order in the dossier as well. As an alternative you can sort the individual press summaries by drag and drop as you wish. Click with the left mouse button over the press summary you want, hold the mouse button down, drag the press summary to the place you want and release the button. When you have the press summaries in the order you want, click on “next” (above or below the list), to give a title to your dossier.

! *You cannot modify your choice once you have clicked on „next“.*

! *To delete or add further press summaries, click on „back to last page“.*

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SAVE PRESS SUMMARIES DOSSIER

On this page, give your dossier a name of your choice. Then click on “save”. You can then open the dossier as a PDF and/or save it on your computer.

! You can save the created dossier on your computer, but cannot add it to the list of dossiers created by AUSSCHNITT Media Monitoring which are available online.

Help

Help includes a short description of the important functions and sections of the AUSSCHNITT Portal. The descriptions are significantly shorter than those given in this handbook, but therefore compact and easy to find. Click on help, and a new window will open in your web browser. You can find the help section via the >navigation bar on the left of the screen.

Glossary

The glossary explains a range of terms used when talking about your >entries in the AUSSCHNITT Portal. You can find the glossary section via the >navigation bar on the left of the screen.

Login

You can find the login/logout via the >navigation bar on the left of the screen. When you are logged in, your username will be displayed here. Logout by clicking on the logout field. Logging out properly protects your data!

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